

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/7

Advertiser Making Request: Dece

Political Party or
Nature of Advertising Message: Issue

Flight Dates: 9/25-10/1

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1352290

Schedule Dates 09/25/12-10/01/12
Advertiser DCCC-Democratic Congressional Campaign Comm
Agency Great American Media (2231)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 1569 / DCCC/ SCHEDULE 1 (466617)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Kaufma, Meredith
Phone/Fax /
CPE 11/14/1569
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments DCCC/SCHEDULE A
DCCC/SCHEDULE A
REP-FRAN BROWN

Date Entered 08/08/12
Last Modified 08/08/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09785291
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,252.50
Net Total \$7,097.50
Sales Tax

St Louis (KDNL)
By Broadcast Month Spots Rate
Sep. 2012 23 \$8,175.00
Oct. 2012 1 \$125.00
Grand Total: 24 \$8,350.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	7a- ABC-Good Morning America	3		X	X	X	X			3	\$75.00	\$225.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/8/12
2.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	8:58a- Peoples Court	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	PEOPLES COURT	8/8/12
3.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	9:58a- ABC-The View	3		X	X	X	X			3	\$350.00	\$1,050.00	St Louis (KDNL)	THE VIEW	8/8/12
4.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	11:01a- Judge Mathis	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	JUDGE MATHIS	8/8/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	1:58p- ABC-General Hospital	3		X	X	X	X			3	\$250.00	\$750.00	St Louis (KDNL)	GENERAL HOSPITAL	8/8/12
6.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	10a- ABC-This Week	1						X		1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK	8/8/12
7.0	Normal Line / Prime	09/27/12-09/27/12	2	:30	9p- ABC-Scandal (Thursday)	1					X			1	\$1,500.00	\$1,500.00	St Louis (KDNL)	120 / 20	8/8/12
8.0	Normal Line / Prime	09/28/12-09/28/12	2	:30	9p- ABC-20/20 (Friday)	1					X			1	\$800.00	\$800.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
9.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	10:01p- News-ABC 30 News at 10m	3		X	X	X	X			3	\$175.00	\$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
10.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	10:35p- ABC-Nightline at 10m	3		X	X	X	X			3	\$125.00	\$375.00	St Louis (KDNL)	NIGHTLINE	8/8/12
11.0	Normal Line / Football	09/29/12-09/29/12	2	:30	7p- Sports-ABC College Football 2	1					X			1	\$1,800.00	\$1,800.00	St Louis (KDNL)	ABC SAT NIGHT COLLEGE FTBL	8/8/12
12.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	10:01p- News-ABC 30 News at 10m	1								1	\$175.00	\$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9785291 Ver# 1 Status New
EC'd Yes

Traffic Order#

1352290

Printed: 08/07/2012 4:51 PM
Last Received: 08/07/2012 4:25 PM
Showing Buylines: All Lines

1 of 2



Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC/SCHEDULE A
Estimate# 1569
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1569
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

DCCC/SCHEDULE A *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/25-10/01	7A-9A	GOOD MORNING AMERICA	:30	\$75.00	TU-F,M	3	1	3	\$225.00
2	09/25-10/01	9A-10A	PEOPLE'S COURT	:30	\$200.00	TU-F,M	2	1	2	\$400.00
3	09/25-10/01	10A-11A	THE VIEW	:30	\$350.00	TU-F,M	3	1	3	\$1,050.00
4	09/25-10/01	11A-12P	JUDGE MATHIS	:30	\$200.00	TU-F,M	2	1	2	\$400.00
5	09/25-10/01	2P-3P	GENERAL HOSPITAL	:30	\$250.00	TU-F,M	3	1	3	\$750.00
6	09/30-09/30	10A-11A	THIS WEEK	:30	\$350.00	SU	1	1	1	\$350.00
7	09/27-09/27	9P-10P	ROOKIE BLUE Scandal	:30	\$1,500.00	TH	1	1	1	\$1,500.00
8	09/28-09/28	9P-10P	20 / 20	:30	\$800.00	F	1	1	1	\$800.00
9	09/25-10/01	10P-1035P	STL NOW ON KDNL@ 10P	:30	\$175.00	TU-F,M	4	1	4	\$700.00
10	09/25-10/01	1035P-1105P	NIGHTLINE	:30	\$125.00	TU-F,M	3	1	3	\$375.00
11	09/29-09/29	7P-1030P	ABC SAT NIGHT COLLEGE FTBL	:30	\$1,800.00	SA	1	1	1	\$1,800.00

Rep Order# 9785291 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/07/2012 4:51 PM
Last Received: 08/07/2012 4:25 PM
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2 of 2

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Buyer Meredith Kaufman
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Agency C/P1/P2/E 11/14/1569
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--REPORT TOTALS--

Report Totals: 24 / \$8,350.00

--SALES MONTHLY TOTALS--

Sep 12: 19 / \$7,375.00

Oct 12: 5 / \$975.00

Sales Totals: 24 / \$8,350.00

Station Totals: 24 / \$8,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$184,327

CABL 0% KDNL 4% KMOV 22%
KTVI 21% UNKN 0% WRBU 0%

KPLR 0% KSDK 50%

Books FEB12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene
do hereby request station time concerning the following issue:

Democratic Congressional
campaign committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: DCCC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

Kristie Mark
COO
430 South
Capitol St.
Washington, D.C.
20003

TO BE SIGNED BY ISSUE ADVERTISER

<p>_____</p> <p>Date</p>	<p><i>[Signature]</i></p> <p>Signature</p>	<p><i>auth. mediabuyer</i></p> <p>Contact Phone Number</p>
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

<p>_____</p> <p>Signature</p>	<p>_____</p> <p>Printed Name</p>	<p>_____</p> <p>Title</p>
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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.